## OFFICE OF FAITH-BASED **INITIATIVES** 2016 SOCIAL ENTERPRISE & **ENTREPRENEURSHIP** DEVELOPMENT (SE<sup>2</sup>D)PROJECT 1&11

#### **Overview**

Section 1: Registering and accessing the application on the System for Filing Grants Electronically (SAGE)

**Section 2: 2017** 

OFBI Social Entrepreneur and Enterprise Development (SE<sup>2</sup>D)
Guidelines and SAGE Application

**Section 3:** SAGE Application Overview

## SECTION 1

Registering and Accessing the application on the System for Filing Grants Electronically (SAGE)

### Sage Website

https://njsage.intelligrants.com

### **System Requirements**

#### **Operating System**

- Windows and Macintosh.

**World Wide Web Connection** 

#### **Web Browser**

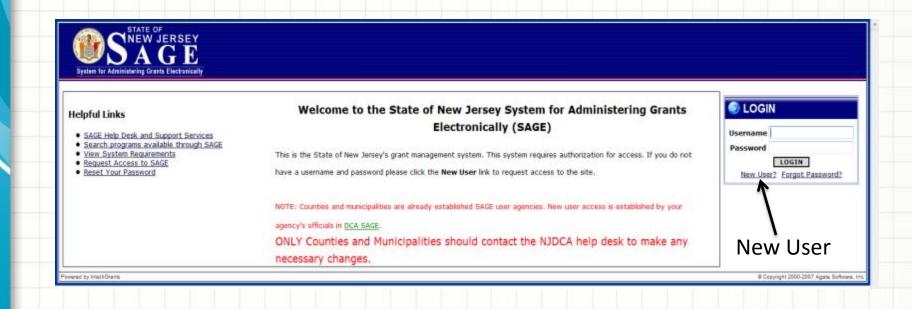
- Acceptable browsers: Explorer (IE 9 works best), Firefox, Safari, and Opera.
- DO NOT USE GOOGLE CHROME!

**Adobe Acrobat Reader** 

#### **NJDOS SAGE System Homepage**

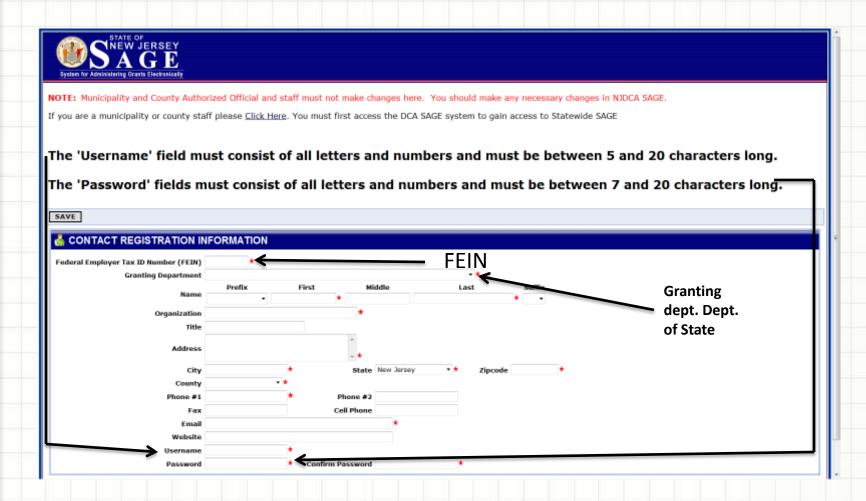
To access BLUE SAGE, type <a href="www.sage.nj.gov">www.sage.nj.gov</a> into the address bar of your web browser and hit "Enter".

The page you see should look like the image shown below.

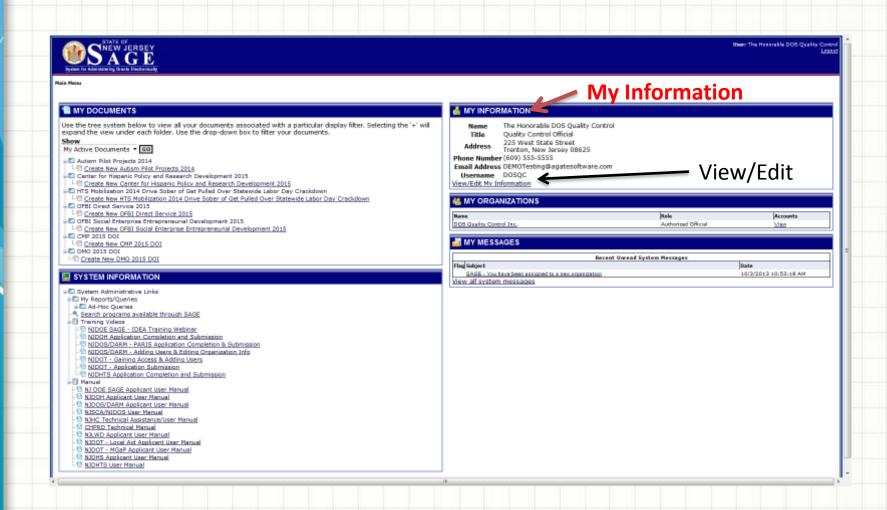


Gaining access to SAGE if you are a non-profit organization: In order to use the system you must first be granted access to it. If you are a non profit organization to create a new user account:

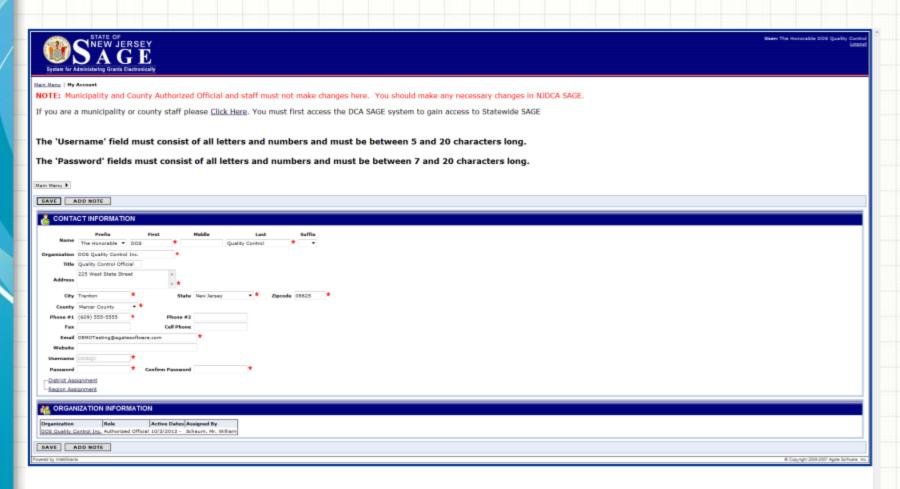
Fill in all information as required. All items marked with an '\*' are required.



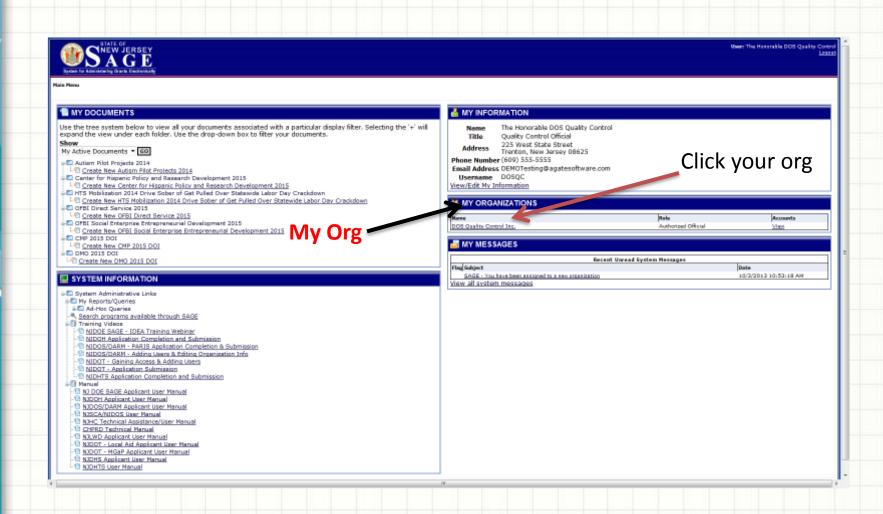
#### **Your Main Menu – Items to Edit**



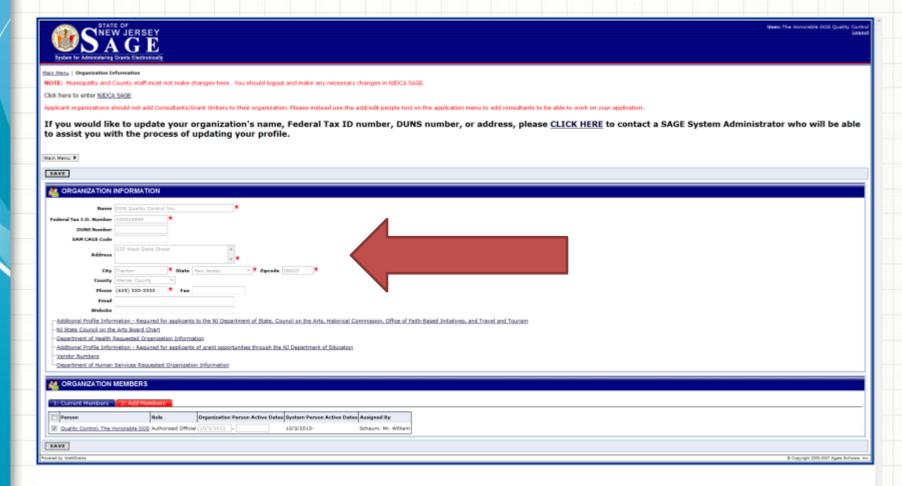
### **Items to Edit - My Information**



#### **Your Main Menu – Items to Edit**

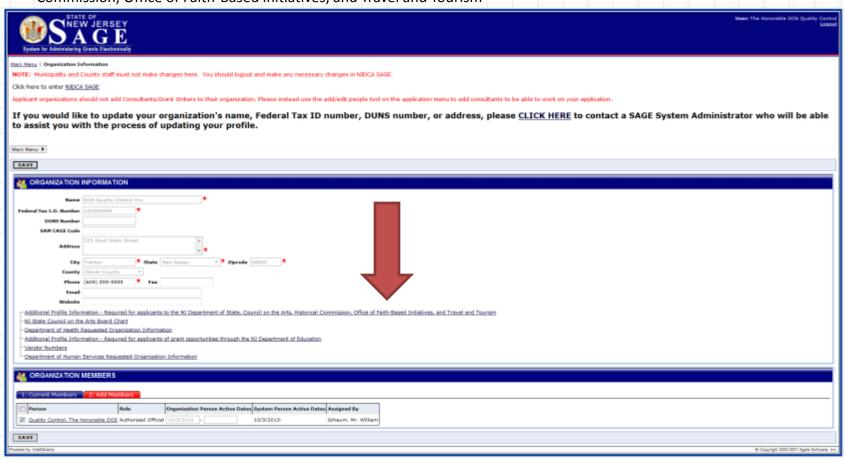


## Items to Edit - My Organization/Organization Information



## Items to Edit – Additional Profile Information

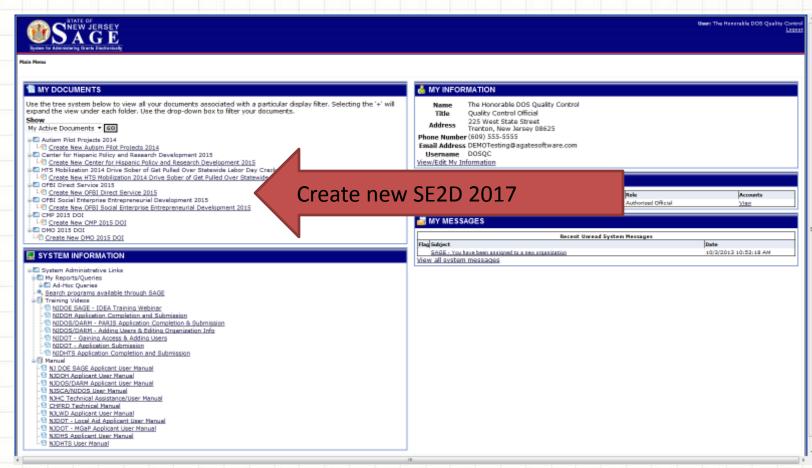
Additional Profile Information - Required for applicants to the NJ Department of State, Council on the Arts, Historical Commission, Office of Faith-Based Initiatives, and Travel and Tourism



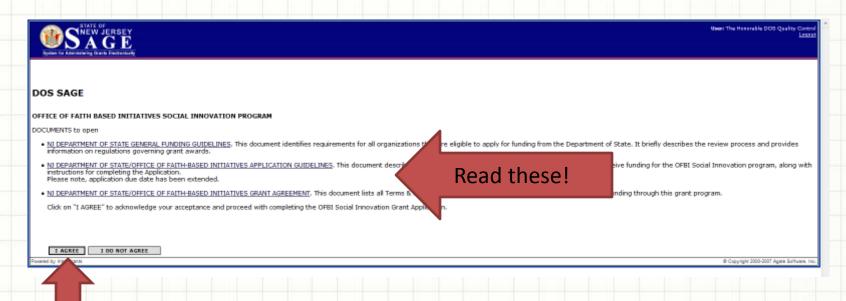
## Items to Edit – Additional Profile Information

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NOTE: This information is only required if you will be/are currently applying for a grant opportunity provided by the NJ Department of State (Council on the Arts, Historical Commission, Office of Faith-Based Initiatives, Travel and Tourism, and Center for Hispanic Policy Research and Development).					
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Division of Revenue registration number (Click <u>HERE</u> for more information) (enter 0 if unknown or exempt)	DR				
Please upload a PDF copy of your Division of Revenue Registration number in the box provided.  (Unless you are exempt)					
Congressional District of Applicant					
[If your organization exists outside of New Jersey check this box and leave the above i	ox blank)				
State Legislative District of Applicant  (If your organization exists outside of New Jersey check this box and leave the above I	ox blank)	·			
Date of Incorporation	(MIN/DD/YYYY)				
Fiscal Year Ends	(MH/DD)				
Executive Director of Organization					
Prefix First Name Last Name Suffix	Title				
Project Director					
Prefix First Name Last Name	Title				
•			I		
Board President or Chairman					
Prefix First Name Last Name	Title				
Address					

## Your Main Menu Creating an Application

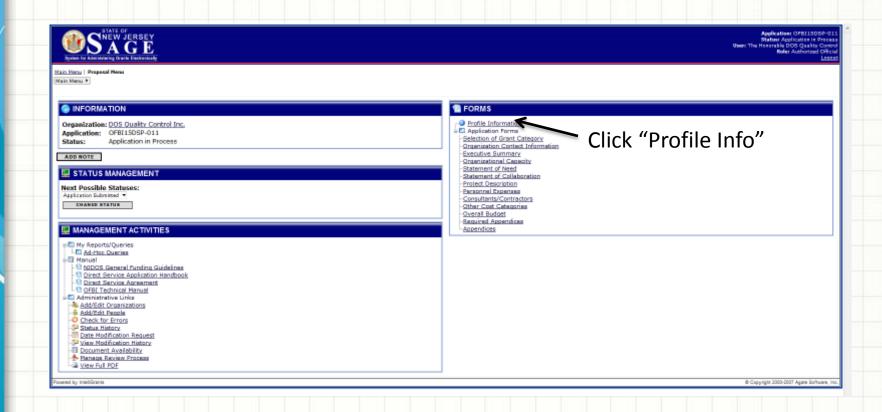


#### **Creating Your Application**

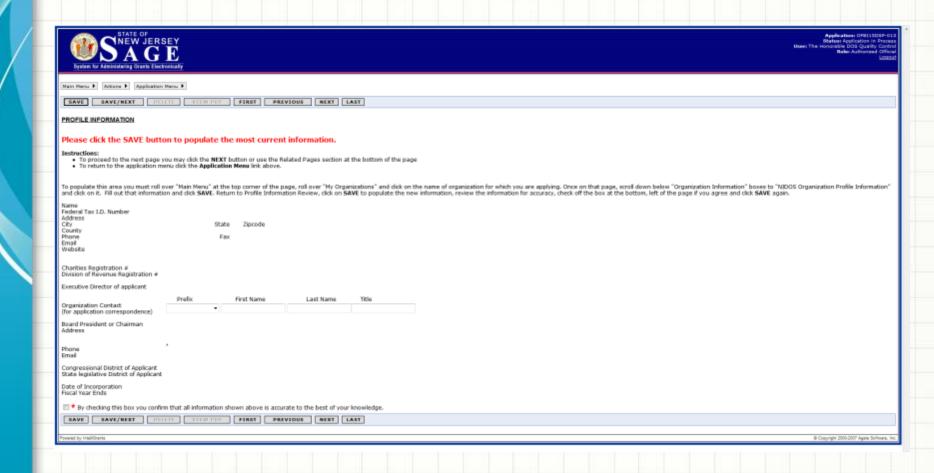


Click I AGREE

#### **Application Menu and Forms**



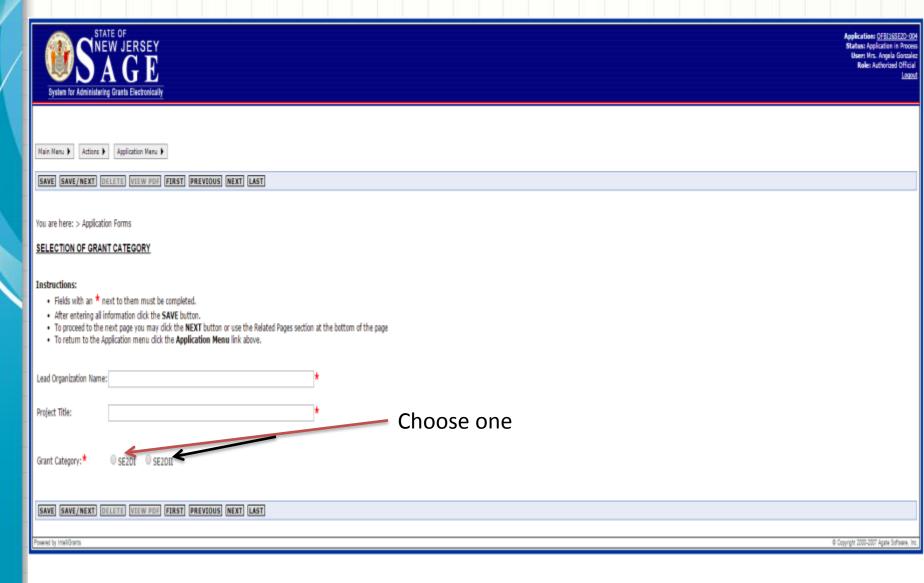
#### **Profile Information**



### **Organization Contact Information**

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Name and Address				
DOS Quality Control Inc. 225 West State Street Trenton, M 08625 Phone: (609) SSS-SSSS				
Legislative District:				
Congressional District:				
Email Address: Website:				
Year Established: Authorizing Officiali				
Federal ID ≠: 100009999				
Fiscal Year End: Charities reg. #:				
Note: The above name and address should represent the primary organization associated with your FEIN number and is where all payment vouchers and payments will be sent. (For some applicants who are members of larger organizations including counties, municipalities, and universities, this might be different from the actual name and address of your organization).				
Executive Director of Applicant:				
Please enter the authorizing official and organization name and address that should be used for all OTHER program documents (not including payments) and correspondence below. (This will not change your name and address in the New Jersey Treasury database. If the above name and address is incorrect, you need to contact the Treasury Department directly. If the above name and address is correct, please copy and paste it below.)				
Authorizing Official: ▼ First Name: Last Name:				
Organization/Individual Name:				
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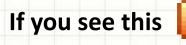
### **Selection of Grant Category**

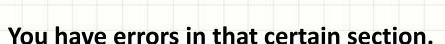


#### The SAGE Application

#### SAGE APPLICATION FORMAT

Please make sure to complete all forms in their entirety!





All applications <u>MUST</u> consist of and include <u>ALL</u> of the following items requested in order to be considered complete.

#### **SECTION 2**

OFBI Social Entrepreneur and
Enterprise Development
(SE<sup>2</sup>D)
Guidelines and SAGE Application

#### Two Tier Approach

**Tier 1:** Submit the application on SAGE

The maximum score that any one organization can receive for the application is 70. If the written application scores 39 or below it will not be considered for **Tier 2** 

Tier 2: Pitch

The maximum score that any one organization can receive for the pitch is 30.

In order to be considered for funding the combination of the written application score and the pitch score cannot be 69 or lower.

## Eligibility

- Be a faith-based non-profit and/or community-based organization;
- Be incorporated in the State of New Jersey as a nonprofit corporation or a foreign non-profit corporation.
   A foreign non-profit corporation must provide a copy of the corporation's "Certificate of Authority";
- Be tax-exempt by determination of the Internal Revenue Service in accordance with Section 501 (c)3;
- Be in good standing with the Department of Treasury, Business Service Center;
- Be registered with the New Jersey Division of Consumer Affairs, Charitable Registration and Investigation Section;

#### **Ineligible Criteria**

- Houses of Worship;
- Public/Private/Charter Schools and School Districts;
- Colleges/Universities;
- Current SE<sup>2</sup>D I & II Grantees.

## Social Purpose Alliance (collaborating partners)

- May not partner with the lead organization's sister organization and/or for profit and non-profit organizations led by the same person or governing entity;
- Houses of Worship are eligible to partner as a collaborating organization;
- NJOFBI FY'17 grant award cannot be used to sub-contract with other organizations.

### \$\$ FUNDING \$\$

Service Category	Maximum Request	Total Funding Available
SE <sup>2</sup> D Project I	\$30,000 - \$50,000	\$150,000
SE <sup>2</sup> D Project II	\$5,000 - \$20,000	\$150,000

#### SE<sup>2</sup>D Project I

To provide capital formation investments (grants) to existing SEVs with the intent to leverage the SE<sup>2</sup>D Projects capital investment with other private investments designed to grow and scale the enterprise.

#### SE<sup>2</sup>D Project II

To provide capacity building capital to nonprofit organizations that are in the emergent stage of forming SEVs and require intensive training and technical assistance, business plan development and executive staff mentoring, in an effort to move them from idea creation phase to mission phase.

Mission phase is the prototyping and testing of the social value proposition based on the recognition of an opportunity.

#### SE<sup>2</sup>D Project I

- Must provide a 50 in-kind match based on the requested funding amount.
- SEV must be beyond the prototype and testing phase and must be at the growth phase;
- The approach must currently generates revenue;
- The SEV purpose is to address a social issue;
- Participate in mandatory capacity building entrepreneur training;
  - The cost for the business plan development training will be incorporated into the SE<sup>2</sup>D Project budget at \$700 per organization.

#### SE<sup>2</sup>D Project II

- Must provide a 50 percent in-kind match based on the requested funding amount.
- Must commit to attend mandatory capacity building entrepreneur training sessions;
  - Two Day Social Entrepreneur Boot Camp (SEBC). SEBC is designed to immerse <u>SE<sup>2</sup>D Project II</u> participants in the theoretical understanding and practical application of what is an SEV and what's its role in embracing business concepts and market forces for the creation of innovative approaches to address social issues;
    - Participation by the organization's executive director, board president, board treasurer, and board secretary is mandatory.

#### SE<sup>2</sup>D Project II

- The idea submitted to create the SEV must address a social issue:
  - The idea to help people find work will not be funded;
  - The idea to help people sell their products separate and apart from the venture will not be funded;
  - The idea of helping people create their home based micro businesses will not be funded.

#### SE<sup>2</sup>D Project II

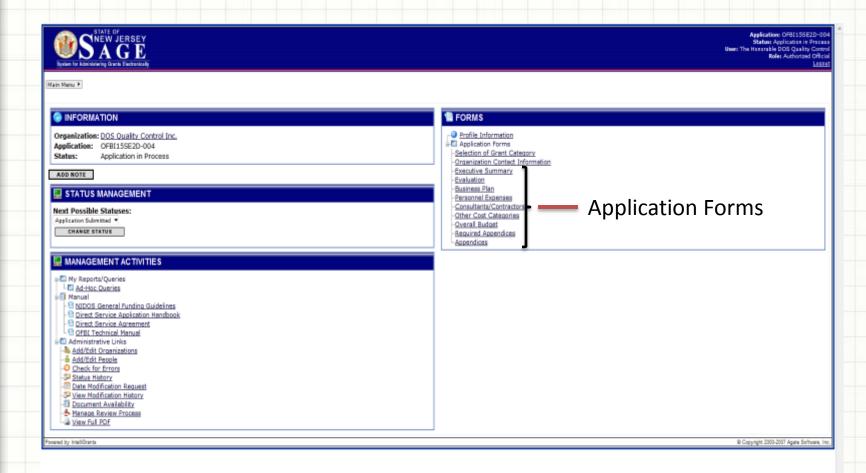
- The business plan development training is designed to help <u>SE<sup>2</sup>D Project II</u> participants create compelling SEV business plans that allow them to access working capital;
  - Participation by the organization's executive director, board president, board treasurer, and board secretary is mandatory
- The cost for both the boot camp and the business plan development training will be incorporated into the SE<sup>2</sup>D Project II budget at \$1,400 per organization.

### **Application Requirements**

 The proposal <u>MUST</u> be submitted via the Department of State System for Filing Grants Electronically (SAGE) system no later than <u>4:59PM, Wednesday, May 25<sup>th</sup>, 2016</u>.

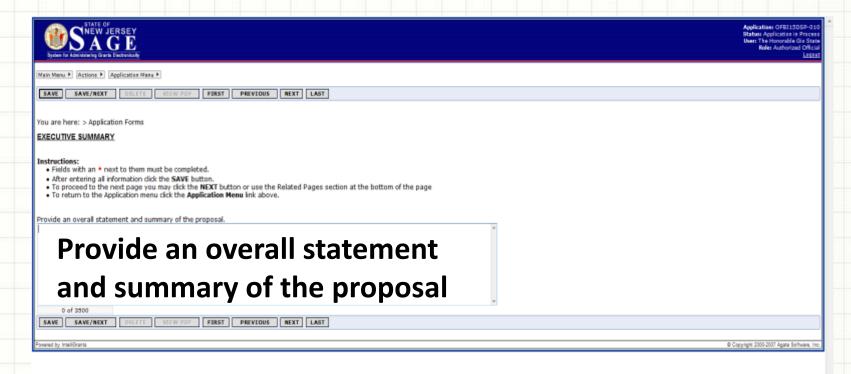
## Grant Awards are Subject to the Availability of Funding

#### **Application Menu**



## The Guidelines

## Executive Summary Section 1



#### Social Venture Concept Utilize Grant Guidelines

Brief history of the organization and what prompted it to develop a social enterprise venture;

What is the mission of the nonprofit and what is the mission of the social enterprise venture and do both missions align?

Description of industry & competitors;

Market opportunity and strategy to exploit it.

# Description of Business Product & Services Utilize Grant Guidelines

Describe the product that will be brought to market and/or is currently in the market and why was this product/service chosen?

#### Social Opportunity Recognized Utilize Grant Guidelines

Describe the social issue that is being addressed and how will the venture help the organization address the social issue;

What are the specific ways that make the approach chosen to address the social issue different, better, and new?

Factors giving rise to the social opportunity recognized

## Business Goals Utilize Grant Guidelines

- Hire a consultant to help with gaining contracts for service;
- Purchase a piece of equipment that would allow for greater production thereby increasing sales by 1 percent?
- Purchase an inventory program that allows for a better understanding of inventory flow;

## Social Goals Utilize Grant Guidelines

- Increase the number of persons/families that can receive services by 1 percent;
- Train and hire one person from the community to work in the venture;
- Improve all students to improve one full letter grade academically;
- Reduce the number of absences;
- Reduce the drop out rate by 2%.

## Defining the Market Utilize Grant Guidelines

- Identify the customer segment for the social enterprise venture;
- Describe the willingness of customers to pay or private investors to support;
- Identify the client segment for the social innovative service;
- Describe the willingness of clients to participate in the innovative service;
- Describe the competitive advantage for both social enterprise and the social program;
- Pricing (cost structure) for service or product being brought to market.

## Organization & Management Team Utilize Grant Guidelines

- Key relevant skill sets needed to supports the identified venture;
- Key management personnel;
- Biographies of key mgt. personnel.

## Operations Plan Utilize Grant Guidelines

- Describe how the venture works and how will it support the social approach;
- Describe the manufacturing process (if applicable);
- Describe the physical facilities and equipment;
- Describe any regulatory and/or legal issues;
- Indicate the delivery of social programming attributed to the potential increased revenue generated by the social venture.

#### **Budget**

Complete all budget forms on the SAGE system;

Provide a budget narrative justifying the submitted budget.

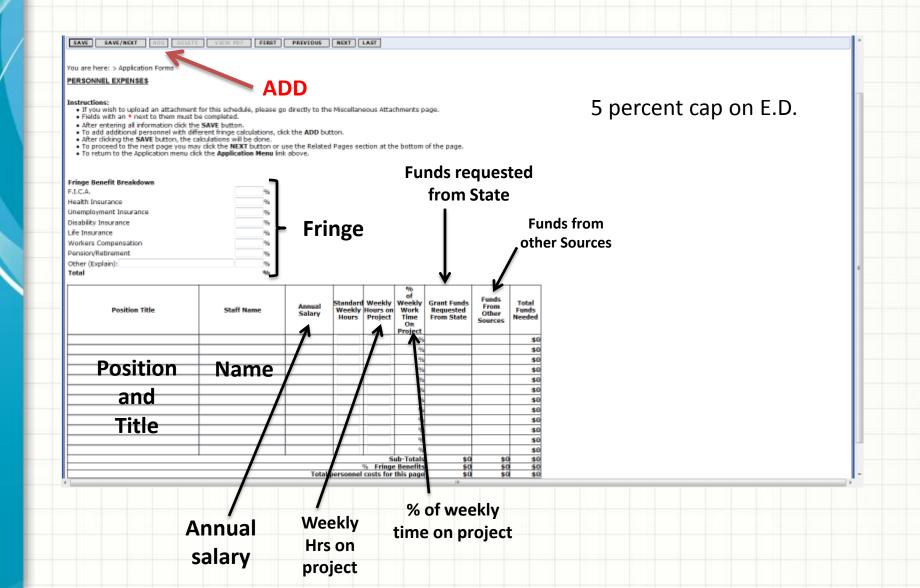
Include the following costs:

- SE<sup>2</sup>D Project I:
  - \$700 training costs
  - 50% in-kind match

— SE<sup>2</sup>D Project II:

- \$1,400 training costs
- 50% in-kind match

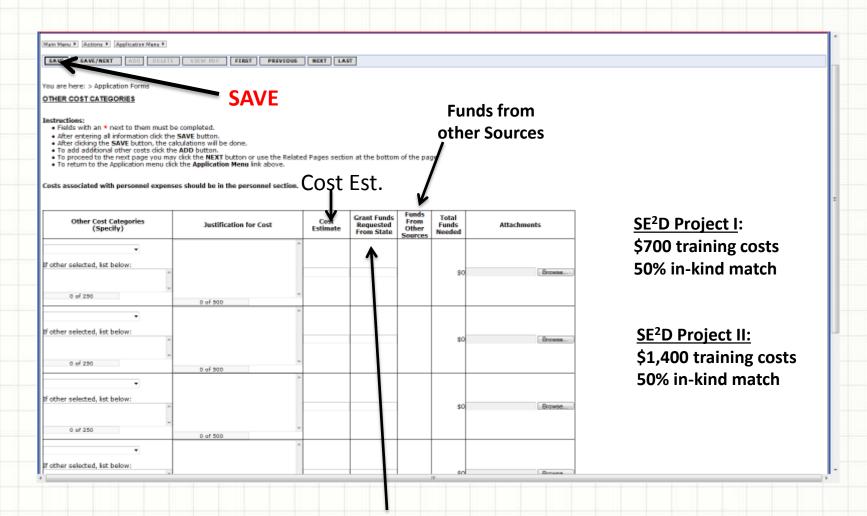
#### **Personnel Expenses**



#### Consultants/Contractors

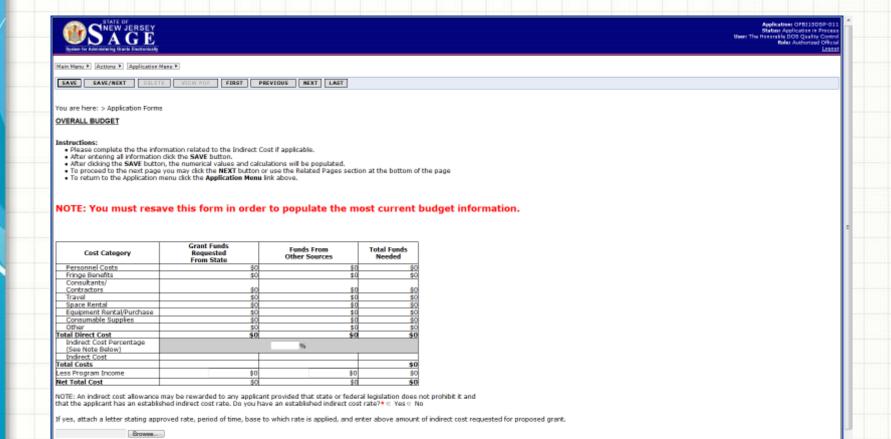
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#### **Other Cost Categories**



Funds requested from State

#### **Overall Budget**



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#### **Required Appendices**

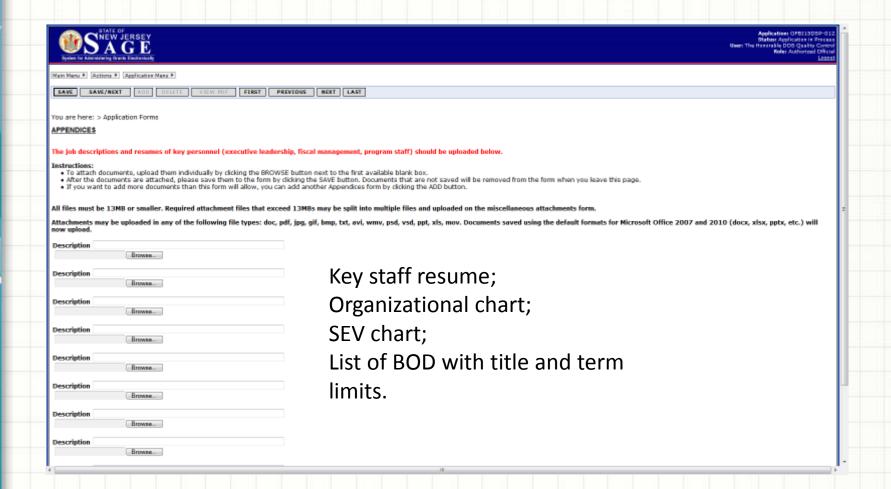
#### Please attach the following documents under the <u>Required</u> <u>Appendices</u> section in SAGE:

- Copy of Certificate of Incorporation
- Copy of IRS 501(c)3 Status Determination Letter
- Board Resolution
- Three Letters of Support from social purpose alliances
- State of New Jersey W-9 Questionnaire
- Copy of Most Current Certificate of Standing
  - Go to www.nj.gov/njbgs
  - Go to "I Want To" click on "Obtain Standing Certificate"
  - Scroll down to "Service Options" click "Online"
  - Click "Order Certificate"

# Acceptable Attachment File Size and Types

- SIZE: 13 MB for a single file
- File types supported by SAGE for attachments (.doc, .pdf, .jpg, .gif, .bmp, .txt, .avi, .wmv, .psd, .vsd, .ppt, .xls, .mov)
- Microsoft Office 2007 formats (xlsx, docx, etc.) is <u>not</u> compatible in SAGE

#### **Appendices**



### SECTION 3

## **APPLICATION OVERVIEW**

#### **Application Submission**

- Application is due: 4:59 PM on May 25<sup>th</sup>, 2016;
- Applications must be submitted via SAGE;
- Applications missing the requested information will be automatically disqualified from review.

GRANT AWARDS ARE SUBJECT TO THE AVAILABILITY
OF FUNDING

## QUESTIONS???

# THANK YOU AND GOOD LUCK



**Edward LaPorte, Executive Director** E-Mail: edward.laporte@sos.nj.gov

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**PHONE:** 609-292-9808

**FAX:** 609-633-7141